
advanced marketing

<MARKETING SYSTEMS>

christian bluemelhuber / INBEV BAILLET LATOUR professor for euromarketing / SolvayBrusselsSchool-EM / ULB

IDEA OF THE CLASS

Based on classical, core marketing concepts (as from any class on „introduction to marketing“) we will discuss marketing „specialities“ of different systems. Those systems that also define the scope of marketing, are conceptualised around the marketing context (B, C), markets (D-F), commodities/products (G-I), and actions and actors (J, K).

My goal is to present you both, main, classical concepts as well as more „modern“ up-to-date discussions of marketing. After attending the class you should be able to solve marketing problems, understand and apply marketing theories and be able to produce your own theory/hypothesis/concept.

See also the principles of the class at the end of that document.

CONTENT

A. INTRODUCTION

- A.1. Core ideas of marketing (exchange, generic concept, customer orientation)
- A.2. Critical marketing - a „Long Tail“ of ideas?
- A.3. Marketing Systems: an overview

B. MODERN, POST-MODERN, POST-POST-MODERN MARKETING

- B.1. Modern marketing or: how dead is Kotler?
- B.2. Post-modern Marketing (tribes, communities...)
- B.3. Liquid modernity and its implications

C. STRATEGIC MARKETING

- C.1. Customer Equity as main goal
- C.2. The „Brand-System“: Knowledge, Positioning/Identity, Actions
- C.3. „Strategic Marketing is about the FUTURE“ (marketing trends, forecasting, sperm strategies)

D. GLOBAL AND REGIONAL MARKETING

- D.1. Impact of Culture
- D.2. Regions of Marketing
- D.3. Market Selection and Entry
- D.4. Regional concepts (Mediterranean, Celtic, Viking, Asian, etc. Marketing)

E. CONSUMER MARKETING

- E.1. 3 Levels: Culture, Society, Individuum
- E.2. Impact of Others
- E.3. Individual motives
- E.4. Learning and knowledge
- E.5. Decision making

F. B2B MARKETING

- F.1. Characteristics of B2B
- F.2. Management Issues

CONTENT

G. SERVICES MARKETING

- G.1. Characteristics of Services
- G.2. The Service Dominant Logic
- G.3. Challenges: Quality & satisfaction, the service encounter, productivity

H. RETAIL MARKETING

- H.1. Retail, channels, and distribution
- H.2. Assortments
- H.3. Challenges: Brands, Pricing, Location, Merchandising

I. DIGITAL MARKETING / E-MARKETING

- I.1. Digital products & rights
- I.2. Digital communication & distribution

J. SCIENTIFIC MARKETING

- J.1. Positivistic vs interpretative research
- J.2. Selected research methods (experiments, grounded theory, motivational research)
- J.3. What to read/ how to read / How to use theories?

K. MANAGERIAL MARKETING

- K.1. The Marketing Plan
- K.2. Briefing and Pitch
- K.3. Internal marketing

L. „PLUS 2“

TUTORIAL

1. TUTORIAL 1

- 1.1. The Marketing Mix
- 1.2. Markets, segmentation, and targeting
- 1.3. Introducing new market offerings
- 1.4. Introduction to „Plus 2“ and Project
- 1.5. How to do an interview?

2. TUTORIAL 2

- 2.1. Presenting... lifestyles, consumers, futures...
- 2.2. Explicit and implicit attitudes / Involvement
- 2.3. Measuring satisfaction (SERVQUAL VS CIT)
- 2.4. Visualising Designs (Blueprint, Service Chains, Retail Layouts)
- 2.5. Additional Insights on ... places, celebrities, luxury
- 2.6. Exam Training

SCHEDULE

CLASSES

SEE THE PROFESSOR SEE ASSISTANT

TUESDAYS, 08-10, ROOM H.1308

AFTER/BEFORE THE CLASSES / OFFICE HRS PUBLISHED ON „WWW.BLUEMELHUBER.DE“

PILAR ROJAS

Office Hours Thursdays, 9.30 - 12

TIMETABLE (PLANED)

DATE	TIME	PLANED CONTENT
FEB 2	08-12	A INTRODUCTION
FEB 9	08-12	B MODERN, POMO, POPOMO MARKETING C STRATEGIC MARKETING
FEB 23	08-12	D GLOBAL AND REGIONAL MARKETING DISCUSSIONS ABOUT GROUP WORK
MAR 2	08-12	E CONSUMER MARKETING F B2B MARKETING
MAR 9	08-12	G SERVICES MARKETING
MAR 16	08-12	TUTORIAL 1
MAR 23	08-12	J SCIENTIFIC MARKETING K MANAGERIAL MARKETING
MAR 30	08-12	H RETAIL MARKETING (<i>prepare/read: „The Body Shop design“</i>) I DIGITAL MARKETING / E-MARKETING
APR 20	08-12	TUTORIAL 2 (questions, PLUS 2, exam training)

GRADING

- A. EXAM: INDIVIDUAL GRADE** (content: classes, tutorials, readings)
3 X 7 (=21) points possible: 7 from MC, 7 from questions, 7 from essay (prepare at home, if you want)
- B. PROJECT: GROUP GRADE** (choose ONE of the following possibilities, group size: up to 5 students)
- B.1.** PRESENT A „CONSUMER IMPERATIVE“ (e.g., „BE COOL“, „DIFFERENTIATE“, „BE GREEN!“, „BUY LOCAL“) via (A) a poster and (B) a 7 page paper (following scientific standards)
 - B.2.** DEVELOP A REGIONAL MARKETING CONCEPT (e.g., Alpine Marketing, Balkan Marketing, Asian Marketing...)
 - B.3.** THE HISTORY OF „MY BRAND“ (choose a brand, present its evolution (main occasions, milestones) from its start til 2050 and explain the main drivers of success/failure)
- C. „PLUS 2“** (participate at 2 research projects and receive 2 additional points) (voluntarily)

REQUIRED READINGS

- A. N KUMAR, L SCHEER & P KOTLER, „From Market Driven to Driving Market“, EMJ, 2/2000.
- B. B COVA, „The Postmodern explained to managers“, Business Horizons, Nov/Dec 1996.
- C. K LEMON, R RUST & V ZEITHAML, „What Drives Customer Equity“, Marketing Management, Spring 2001.
E BEINHOCKER, „Robust Adaptive Strategies“, Sloan Management Review, Sept 2002.
KL KELLER, B STERNTHAL & A TYBOUT, „Three Questions You Need to Ask About Your Brand“, HBR, Sept 2002.
- D. D HOLT, J QUELCH & E TAYLOR, „How Global Brands Compete“, HBR, Sept 2004.
B COVA, „Thinking of marketing in meridian terms“, Marketing Theory, 2/2005
T LONDON & S HART, „Reinventing strategies for emerging markets“, Int J of Business Studies, 2004.
- E. N SCHWARZ, „Attitude Construction“, in B GAWRONSKI (ed), „What is an attitude“ 2007.
- F. A KUMAR & D GRISAFFE, „Effects of Intrinsic Attributes ... in B2B Settings“, Journal of Business-to-Business-Marketing, 4/2004.
- G. S VARGO & R LUSCH, „Evolving a New Dominant Logic“, Journal of Marketing, Vol. 68/2003.
A PARASURAMAN, V ZEITHAML & L BERRY, „SERVQUAL“, Journal of Retailing, 1/1988.
- H. S BORGHINI ET AL, „Why are Themed Brandstores So Powerful?“, Journal of Retailing, 3/2009.
L HARRIS & C EZEH, „Servicescape and loyalty intentions“, European Journal of Marketing, 3-4/2008.
- I. C TAYLOR, „The Six Principles of Digital Advertising“, International Journal of Advertising, 3/2009.
J ROWLEY, „Understanding digital content marketing“, Journal of Marketing Management, 5-6/2008.
- J. C GOULDING, „Grounded theory, ethnography and phenomenology“, EJoM, 3/4/2005.
R DESHPANDE, „PARADIGMS LOST“, Journal of Marketing, Fall 1983.

SUGGESTED TEXTBOOKS

- E ARNOULD, L PRICE & G ZINKHAN, „Consumers“, McGraw Hill 2005.
- E BEINHOCKER, „The Origin of Wealth“, Random House 2007.
- C HOMBURG, S KUESTER & H KROHMER, „Marketing Management“, McGraw Hill 2009.
- D IACOBUCCI (ed), „Kellog on Marketing“, John Wiley & Sons 2001.
- G ZALTMAN, „How Customers Think“, McGraw Hill 2003.

SOME PRINCIPLES OF THE CLASS

The class should **MOTIVATE** you to **DIG DEEPER**

I wanna make you **THINK YOURSELF**

The class is **NO** preparation to become a McK consultant! You should elicit your **CREATIVITY!**

PROFIT from **SCIENCE** and **TRANSFER** ideas into **MANAGEMENT**

NO POWERPOINT BUT ORIGINAL WAYS of representation

follow **SCIENTIFIC STANDARDS**

DO IT. read! join studies! apply!